

## Editorial 22/1

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Dear Readers of Electronic Markets,

As you may be aware, Electronic Markets has now been with Springer for almost 4 years. During this period the landscape of academic publishing has become even more competitive. Although the number of refereed publications grows by 3 to 4% per year, authors and readers seem to focus even more on the top ranked journals. Meanwhile, not only authors from the traditional English-speaking countries are striving for publications with good rankings. Without these publications starting an academic career in Asia or Europe has also become difficult.

While the number of papers usually has a low correlation with their quality, academic journals are challenged in their review processes. However, good reviews require that reviewers dedicate a considerable amount of their sparse time to reviewing. At Electronic Markets we appreciate that many authors submit their work to our journal. In fact, the average number of submissions has doubled since 2007. Difficulties in meeting the required response and cycle times have led us to enhance the organizational capacities at Electronic Markets.

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After discussions with members of the community a broader structure has been conceived which now includes two Editors-in-Chief (Rainer Alt and Hubert Österle), five Senior Editors (Stefan Klein, Nicholas C. Romano, Doug Vogel, Rolf T. Wigand, and Hans-Dieter Zimmermann) and eight Associate Editors (Ioanna Constantiou, Judith Gebauer, Denise Gengatharen, Jingzhi Guo, Stefan Nusser, Shintaro Okazaki, Andreja Pucihar, and Petra Schubert). Senior Editors will have responsibility for specific areas (e.g. journal quality, rankings) and for final decisions regarding publications. Associate Editors oversee the entire review process for dedicated submissions and are also responsible for specific duties (e.g. language quality, position papers). Finally, the Editorial Board has been enhanced with additional members. So, we do not only welcome the new Associate Editors, but also Cathrine A. Dwyer, Ulrike Lechner, Christine Legner, Martin Spann and Lina Zhou who joined the EM community as board members.

We are convinced that these modifications will further improve the quality of published papers and, ultimately, the journal's impact factor. In any case, the time and effort of all members is highly appreciated! Of course, this also applies to all guest editors, reviewers and authors who made the four issues in 2011 possible. A list of all reviewers is enclosed in this issue which also includes four papers regarding the special theme on "Cross-organizational and Cross-border Information Systems/Information Technology". Nicholas Romano and James B. Pick were successful in attracting more than 20 submissions and, finally, accepted four which they will introduce in their separate preface to the special section. The fifth article in this issue is a position paper

in the general section. Nitin Aggarwal, Dai Qizhi and Eric A. Walden discuss the question “Are Open Standards Good Business?” and recognize that on the one hand firms reduce risk and increase market acceptance with open standards, while proprietary standards can enable a technological monopoly on the other. The authors compare reactions by investors concerning XML schema announcements with estimated returns for the same stock. The findings show that investors prefer proprietary standards more than open standards.

We hope you enjoy reading these articles. As usual, any feedback on the journal, its new organization, special themes or single contributions is greatly appreciated.

Best regards from St.Gallen and Leipzig,

Your Electronic Markets editorial team  
Rainer Alt  
Hubert Österle  
Karen Heyden

## Reviewers in 2011

Witold Abramowicz  
Joong Ho Ahn  
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Ulrike Baumöl  
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Jörg Becker  
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